

Date: 1<sup>st</sup> March, 2019

To,  
The Manager,  
Compliance Department,  
**National Stock Exchange of India Limited**  
Exchange Plaza, Plot No. C/1,  
G Block, Bandra-Kurla Complex,  
Bandra (East), Mumbai - 400 051.

To,  
The Manager,  
Compliance Department,  
**BSE Limited**  
Corporate Service Department,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai - 400 001.

Dear Sir,

Re: **Tribhovandas Bhimji Zaveri Limited. Script Code & ID: 534369 / TBZ**  
Sub: **Intimation about the winning of 'India's Retail Champions Awards in Jewellery Category' in the event organized by Retail Association of India (RAI)**

This is to inform you that the Company wins 'India's Retail Champions Awards in Jewellery Category' at the Retail Leadership Summit 2019 (RIS 2019) organized by Retail Association of India (RAI).

Kindly treat this as intimation under the applicable Regulation(s) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. Please take the above on record and acknowledge the receipt of the same.

Thanking You.

Yours faithfully,  
For **Tribhovandas Bhimji Zaveri Limited**



**Niraj Oza**  
**Head Legal & Company Secretary**



Encl.: Press Release

**tbz**  
The original since 1864  
TRIBHOVANDAS BHIMJI ZAVERI LTD.

CIN No : L27205MH2007PLC172598

Regd. Office: 241/43, Zaveri Bazar, Mumbai - 400 002. Tel.: +91.22.3956 5001, 91.22.40465001 Fax: +91.22.3956 5056.  
11th Floor, West Wing, Tulsiani Chambers, Free Press Journal Road, Nariman Point, Mumbai - 400 021. Tel.: 022 30735000, 91.22.49255000  
Fax: 022 30735088 www.tbztheoriginal.com

## TBZ–The Original wins India’s Retail Champions award from Retail Association of India

In today’s digital age, retail reach and experience can make or break brands! TBZ–The Original is a brand that realized the power of retailing long back with path-breaking innovations and first-mover leadership initiatives since decades. The same has been recognized at congregation of Indian retail industry stalwarts and global retail experts at the Retail Leadership Summit 2019 (RLS 2019), where TBZ–The Original won the "India’s Retail Champions" Award organized by the Retail Association of India (RAI).

TBZ–The Original was the only jewellery brand to be featured in the list of first-amongst equals including traditional & new-age brands alike.

Raashi Zaveri, Whole -Time Director, Tribhovandas Bhimji Zaveri Ltd., said, "Retail poised for a paradigm shift at the cusp of reinvention thanks to technology and consumer expectations. TBZ–The Original has always been ahead of the curve in terms of retail innovation, supply-chain efficiencies and customer experience enhancement. The esteemed jury of RAI judged us as the winner giving us high scores on key parameters such as business economics, growth and expansion, brand impact, innovativeness and adaptability. We are happy and privileged that our constant endeavor has now been recognized and granted best-in-class status by the premier body of retailers."

TBZ–The Original has charted strategic expansion plan to increase retail footprint. Its growth strategy has been to increase footprint through different store formats and widen reach across Tier 2 and Tier 3 cities. It also continues to invest judiciously in marketing and brand building as it increases presence across the country. The compelling part of TBZ’s retail strategy is that every store displays the best of local, regional, national and international designs that entice and attract customers as well as inspire loyalty across generations.



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TBZ–The Original has been delivering value to customers by offering exceptional designs, quality and customer service across gold and diamond jewellery, increasing customer base across segments such as wedding shoppers to new millennials and fashion shopper along with delivering a superior business model to shareholders by continuously evolving and taking TBZ – The Original across India. Its products are both a fashion statement and an investment. It has been delivering value (and trust) for over 154 years. TBZ – The Original resonates with trust that is nurtured for over five generations. Its lasting legacy in the jewellery business has earned us the reputation of being the “jeweler” whom India trusts.

**About Tribhovandas Bhimji Zaveri Limited (TBZ Ltd. or TBZ–The Original)**

Tribhovandas Bhimji Zaveri Limited is India’s renowned and trusted jewellery retailer with a legacy of more than 154 years. The company began its journey in 1864 opening its flagship store in Zaveri Bazar, Mumbai. Over the years, the company has established itself as a preferred choice for customers in the wedding jewellery segment, recognized for exquisite gold and diamond jewellery designs. It has led from the front, in an otherwise largely unorganised Indian jewellery industry, displaying high quality and transparency standards over the last 154 years, being the first jeweller to offer buyback guarantee on jewellery and to introduce 100% per–hallmarked jewellery in India. The company has transformed itself from a one store family owned business in 1864 to a professional organisation spearheaded by the 5th generation, expanding its presence and reach across India with 41 stores operating in 29 cities.

For Tribhovandas Bhimji Zaveri Ltd.



Raashi Zaveri

Whole–time Director



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